



## Social Media Marketing Assistant

Department: Marketing

### **JOB SUMMARY:**

The position will be responsible for on-going creation and maintenance of the content & creative on our social media pages/ accounts, and communication with clients via the same. This position reports the Marketing Executive and the Managing Director. The successful candidate will be able to present our clients through digital media in the best possible manner, be a team player, but also work independently.

### **ESSENTIAL FUNCTIONS:**

- Setting up pages, establishing presence and building lists on the social networks relevant to your strategic objectives
- Content curation of articles, videos and white papers that connect to your audience's needs
- Writing posts based on editorial calendar established by executives or a social media consultant
- Advising on buyer personas and market trends (your social media assistant is the one "tapped-in," on a day-to-day level, with your network)
- Maintaining momentum in your inbound marketing campaigns and fostering enthusiasm for social media amongst your sales and marketing team
- Experience in Tourism is a plus

## **ADDITIONAL RESPONSIBILITIES**

- General assistance to Department Managers

## **JOB QUALIFICATIONS:**

- Excellent knowledge of English Language (written and verbal)
- Must be reliable, responsible and dependable and have strong customer service ethics
- 2-year of relevant experience
- Must be detailed oriented, accurate and able to multitask
- Ability to work under pressure and meet deadlines.
- Must have exceptional follow-up skills and be able to work independently.
- Professional demeanor with strong organizational and time management skills.
- Good-natured team player with positive attitude.

We are looking for a passion for social media, and ability to fall in love with work and our portfolio of clients. Personal social media/ blog presence will distance those particular candidates from others.

We offer a competitive salary and an excellent benefit package to our employees.

Our company adheres to providing equal opportunity to all applicants who are at least 18 years of age, regardless of race, religion, sex, age, origin or disability.

This Job Description is only a guideline of duties; there will be additional responsibilities added by your Supervisor as necessary.

**Deadline for applications: 22.02.2014.**